Whitman COIN SUPPLY MERCHANDISER

WORLD'S LEADING NUMISMATIC SUPPLIER

APRIL-MAY, 1963 RACINE, WISCONSIN VOL. 4, NO. 2

CHALLENGE

R. S. YEOMAN

Did you ever consider what makes a hobby one of the most compelling of human activities? I think it is *challenge*. It's more than likely that there are several hours of every week that lie heavily on anyone's hands and cry out for a change of pace. If we don't wish to submit to complete idleness and get ourselves into habits of mental laziness, and the hazards of apathy, we ought to look for a personal hobby.

The challenge is strongest when nasty weather keeps us indoors. Too much reading and TV gets tiresome and leaves us in a what'll-I-do-with-myself frame of mind. Thus we are ripe for new direction in the form of a collecting hobby. Of course I am strongly in favor of coin collecting as a quiet, stimulating pursuit in this particular situation. Once started, naturally, the novice collector rapidly builds up a healthy enthusiasm because he becomes aware of the endless avenues of interest he can choose. In my own numismatic career I experienced in turn curiosity, desire to complete set after set, the prospect of discovering a fabulous rarity, investment possibilities, historical aspects with all its implications of adventure and romance, and just plain organization of my collection and arrangements of displays for clubs and conventions.

After the bug takes hold, the true collector doesn't wait for a rainy day, he simply passes up the TV and magazines more and more and keeps accepting numismatic challenges for the rest of his life.

I would like to make the point that the enterprising hobby dealer keeps challenging the coin collector every time he comes into the store, with a full line of folders, albums, valuation books and accessories. Coins themselves, of course, are a primary objective, but remember, every picture requires a frame. The complete WHITMAN line of coin supplies on display twelve months of every year is a challenge for all concerned.

R. S. Yeoman

R. S. Yeoman
Vice-President and
General Manager
Coin Supply Division

NEW ZEALAND PROOF COINS NOT AVAILABLE

In the last issue of the Merchandiser, we published a report on the supposed availability of 1962 New Zealand proof coinage.

This information was obtained from a current publication which we believed to be accurate. It has recently been learned, however, that no proof sets were issued in 1962 and that the coins offered for sale were regular uncirculated pieces.

One of the members of the Royal Numismatic Society of New Zealand was kind enough to call this matter to our attention. Several American collectors and dealers also advised us that New Zealand proof sets have not been issued since 1953.

We regret that this information was published in the Merchandiser without being thoroughly investigated.

We obtained a set of the 1962 New Zealand coins and found that they were simply the regular uncirculated pieces, and while the New Zealand coins are very beautiful, these pieces were not selected for their condition. Furthermore, there is no such coin collectors club in Wellington, New Zealand. Persons desiring these coins may obtain them through many reputable United States dealers.

PROTECTIVE COVERS FOR BOOKSHELF ALBUMS

A lightweight vinyl jacket for the popular Bookshelf album is now available for dealers' use in protecting their Bookshelf display from shopwear and handling.

Bookshelf coin albums which are displayed on a dealer's shelf are frequently examined by customers and occasionally become shopworn. To prevent albums from this occurrence, WHITMAN is now offering this free vinyl covering. A

supply of the vinyl jackets will be included with each future shipment of the Bookshelf albums. Dealers will thus be able to protect the albums which they have on display and preserve their brilliant, fresh appearance.

Jobbers have been instructed how they might order a supply of these vinyl jackets to take care of the immediate needs of their dealers, and dealers should check with their local distributor to obtain jackets.

The vinyl Bookshelf jackets are available in two sizes—the small size to accommodate two and three page albums and a large size for the four page albums. There is no charge for these new Bookshelf jackets. They are another one of the many sales aids from WHITMAN designed to assist you in merchandising our fine products.

IN THE PLANNING STAGE

"FOREIGN COINS STRUCK AT U.S. MINTS," by Charles G. Altz—This dollar sized Reference Series book will be the next item to be released in this series. It covers a very interesting topic and is bound to be popular. It is planned for release sometime during 1963.

"AN INTRODUCTION TO ROMAN REPUBLICAN COINS," By Zander H. Klawans—This long-needed reference is slated for mid-year release as a hard-bound, low price book. It will be welcomed by collectors who have been hampered by expensive, out of print books in this series.

"THE SILVER DOLLARS OF NORTH AND SOUTH AMERICA," Originally by Wayte Raymond—This volume now has had up-to-date textual material and new coin listings added by Dr. Imre Molnar and our own R. S. Yeoman. Look for its release towards the latter part of 1963.

"MISSTRUCK COINS," By Charles Schermerhorn—The popularity of this subject has continued to increase, and we feel we must produce this book as soon as possible because of the popular demand. Look for it during 1963.

NEW BOOKSHELF ALBUM FEATURES MEXICAN TYPE COINS

The latest addition to the popular WHITMAN Bookshelf line is an album designed for type coins of Mexico from 1905 to date. This is a four page beauty which has space for 49 coins.

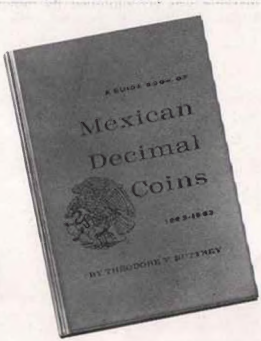
This album has been selected as the next addition because of the current popularity of collecting Mexican coins by type. We feel that this album will be welcomed by collectors and should be a fast seller. The stock number for this new item is No. 9524, Mexican Type Set Collection 1905—. Be sure to order a supply from your jobber.

Three recently released 35¢ albums have presented the opportunity to collect the modern Mexican coinage by date. These are No. 9696, Mexican One Centavo Collection Starting 1905; No. 9697, Mexican Five Centavo Collection, 1905 to 1955; No. 9698, Mexican Five Centavo Collection Starting 1954.

It is expected that there will be a growing need for albums such as these for other denominations of Mexican coinage.

MEXICAN COIN BOOK READY FOR RELEASE

A new book has been in the works since 1961 and it is now finally completed and ready to be added to the regular WHITMAN line of coin supplies. It is the long-awaited GUIDE BOOK OF MEXICAN DECIMAL COINS, 1863 to 1963, by T. V. Buttrey.



This book maintains the WHITMAN tradition of leadership in the field of coin price catalogs. It is written in the style of the GUIDE BOOK OF U. S. COINS, The Standard Canadian Catalogue and A GUIDE BOOK OF ENGLISH COINS. It is written with the American collector in mind and gives prices in U. S. dollars and cents.

The growth of interest in collecting Mexican coins has taken huge forward strides in the last few months. The release of this book comes at the very peak of activity in this series. Included are all issues of Mexican coins under the decimal system from 1863 to date. Explanatory notes and up-to-date prices are given for every date and major variety. All available mint records and pertinent data are included to make this book as easy to use as the U. S., Canadian and English catalogs.

We believe you will be amazed at the huge series represented in this catalog. Never before has there been an attempt to list and evaluate this series in so comprehensive a manner. We truly believe that this will become one of our finest reference catalogs. One of the best features will be seen in the illustrations of each type and many close-up photos of important varieties. Many of these were previously unknown and unrecorded anywhere.

A number of well-known contributors have been instrumental in formulating the prices listed in this book. We are all well aware that the fast growing market in Mexican coins has produced spiralling prices on many of the hard-to-get type coins and certain low mintage items. We have tried to mirror this rapidly changing market in the catalog and hope that succeeding editions will help to stabilize activities in this field.

In keeping with other WHITMAN coin catalogues, each type of coin is illustrated and discussed prior to the listings covering dates and values. Coins are grouped according to denomination from the smallest to the largest.

Collectors of Mexican coins will find this catalog a handy source of easy-to-find information. The casual inquirer, too, will find no difficulty in locating coins in this book and learning all he wants to know about them.

Careful type selection and styling has given this book a refreshingly new appearance that makes it a pleasure to read. It is bound with a hard library cover of soil resistant kivar. It has a total of 128 pages and is similar in size and appearance to the WHITMAN HANDBOOK and Canadian Catalogue. This new Mexican catalog will retail for $1.50.

PLASTIC COIN HOLDER LINE EXPANDED

The plastic individual coin holders have been an overnight success. Collectors throughout the country seem eager to use these new inexpensive holders to protect their coins.

We are gratified, of course, at the public acceptance of this product and feel a little proud, too, to think that the research work that went into the designing has made this holder something that all collectors find useful.

The design of the holder is as simple and uncluttered as possible. This allows the coin to be shown to its best advantage, which is one of the primary purposes for the holder.

The second and perhaps most important function of the holder is to protect the collectors' coins, and the WHITMAN double sealing holder does this in many ways. The outer seal is airtight and protects the coin from harmful elements. The inner seal acts as a double safety guard and is machined to the exact dimensions of the coin to prevent any friction from rattling or slippage. The plastic itself is the finest grade of polystyrene, which is the one plastic that we have found to be ideally suited for the preservation of coins.

Because of the popularity of these holders, the series has now been expanded to include all modern United States and Canadian coins and all U. S. gold coins minted after 1834. In the future other sizes will be made available to hold older U. S. coins and popular foreign coins.

In addition to the above individual plastic holders, a special 2" x 6" holder has been designed to accommodate U. S. proof or mint sets.

The individual 2" x 2" plastic holders retail for 10¢ each, and the 2" x 6" proof holders retail for 39¢ each. To the collector who is accustomed to paying from $1.00 to $1.50 each for individual plastic holders, this new low price will open an entire new field.

With the increasing number of holders in this line, a decision had to be made about marking these holders in a manner that would be easily recognizable and yet subdued to the point where it would not detract from the holder. The marking was accomplished by minute letters placed on the beveled edge of each holder. Through the use of a simple code, it will be easy to recognize exactly which denomination fits in each holder. Since the fronts and backs are interchangeable, one must have two pieces of the proper size to make a complete holder.

The following list explains the new sizes of individual plastic holders, the WHITMAN stock number and the code number which appears on each holder. The code is pretty much self-explanatory. For instance in the five dollar gold piece, three sizes are needed to accommodate all of the coins from 1834 to the end of the series. These are designed as E-5.00 for the early type; L-5.00 for the Liberty head type and I-5.00 for the Indian head type. By keeping this simple list handy, you should have no trouble in arranging your stock and selecting the proper holders for your customers. Bear in mind that Canadian 1¢, 5¢ and 10¢ pieces are exactly the same size as the corresponding U. S. coins.

CODE NO.	DENOMINATION	STOCK NO.
9737	Small $1.00	S-1.00
9738	Large $1.00	L-1.00
9739	Early Type $2.50	E-2.50
9740	Liberty $2.50	L-2.50
9741	Indian $2.50	I-2.50
9742	Three Dollar	3.00
9743	Early Type $5.00	E-5.00
9744	Liberty $5.00	L-5.00
9745	Indian $5.00	I-5.00
9746	Both Type $10.00	10.00
9747	Liberty $20.00	L-20.00
9748	St. Gaudens $20	S-20.00
9749	Roman Num. $20	R-20.00
9750	Canadian 25¢	Can-25¢
9751	Canadian 50¢	Can-50¢
9752	Canadian $1.00¢	Can-1.00
9733	Proof or Mint Set	

All of the 2" x 2" holders come packed in a handy cardboard container which may be used as a storage box for 25 of the holders. Each box of 25 has its own free strip of pressure-sensitive labels that may be used to identify the coins. The plastic proof set holder is furnished with its own protective polyethylene bag. There is no need to order spare parts for the WHITMAN holders because there are no pegs to break or screws to lose with these modern holders.

"IT ALL STARTED WITH A COIN BOARD..."

by R. S. Yeoman

Vice President and General Manager, Coin Supply Division
Whitman Publishing Co.

~~COIN BOARDS HAVE INTERESTING HISTORY~~

Every now and then someone walks into a coin shop and carefully unwraps one or more old 11" by 14" black or blue WHITMAN coin boards full of coins. The common remark made by the visitor is, "I came across these old boards when I was straightening out the closet. I'd forgotten I had the collection. What'll you give me for them?"

Any collector who disposes of such a set of Lincoln cents, V nickels, Mercury dimes, etc., is usually pleasantly surprised at the amount he realizes from a group of coins he took out of circulation in the 30's at face value.

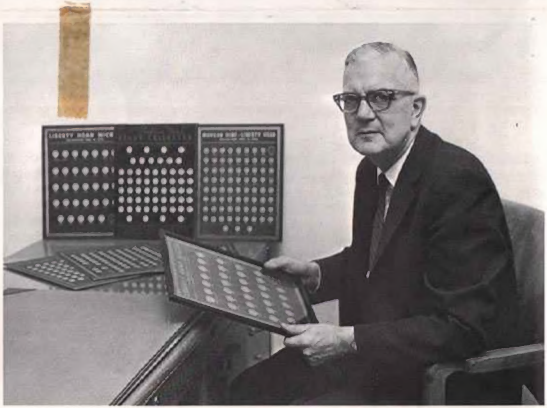
An old-time dealer or collector who was active before 1940 can recall how these boards stirred up so much interest in checking dates and mint marks on coins—a new fad. The object was to see how quickly one could fill the entire board. The premium value of coins was slight and incidental. It was simply fun and a challenge to complete the set in much the same spirit as filling in the blank spaces of a cross-word puzzle or of a jig-saw puzzle.

Things started back in 1934 when a man placed a printing order with our company to produce a small series of simple, flat coin boards. It was perfectly natural for "samples" to find their way to our desks and even to our homes where we quickly and irresistably got the bug to fill them up from our pocket change. The WHITMAN staff was soon sold on the clever new item. Only months later WHITMAN bought the rights to the popular boards and added them to the regular line of books, games and stationery items. With national distribution, the popularity of filling the boards rapidly spread to all corners of the country. A little later boards for obsolete series were added, and before Adolf Hitler got to taking over little neighboring countries in Europe, we had a strong-lunged demanding baby on our hands.

By 1940 the coin board gave way to the folder style, so well known today. We had come to realize, along with dealers and collectors, that "filling a board" was more than a fad and had somehow entered the realm of numismatics. Collectors had become more and more conscious of protection for their coins, and they wanted to store them safely in a smaller space. So the folders took over and gained in popularity while the boards gradually faded from the scene.

Occasionally we see a framed coin collection in a WHITMAN board on a den or work wall. These old-style holders certainly have a proud dignity which somehow cannot be matched by the modern folders, albums or plastic holders. We just naturally come to attention and execute a silent salute whenever confronted by one of these mementos of bygone days. Everything has a beginning, followed by a normal evolution of growth. There had to be a wheel before we had a cart. So the coin board just had to come first in our bourgeoning hobby of modern coin collecting.

R. S. Y.



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Available without charge to all of our dealer friends, to better acquaint them with the Whitman coin supply line and assist them in merchandising our products.

Whitman Coin Supplies are available through jobbers only. They are conveniently located in every trade area.

RETURN REQUESTED